

**Solar America Initiative
Technology Acceptance Technical Exchange Meeting
San Francisco, CA
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Market Expansion Breakout Group A

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What is your best idea?

- The Department of Energy could push information campaign about how solar has externality benefits that aren't accounted for currently; full magnitude of energy crisis isn't currently understood, need to increase awareness; need to reverse sense of entitlement to "cheap" energy.
- Look at things that worked internationally and at the state level.
- Form ties with state groups that are working: California, New York State Energy Research and Development Authority.
- There is a huge potential for passive solar, building-integrated PV in commercial buildings. The Department of Energy could help develop this market by pushing architecture schools to teach these subjects, as currently architects know very little about this.
- Solar access laws: the Department of Energy can work with cities to incorporate orientation considerations into planning processes, expedite building permit process for solar buildings.

How do we motivate key groups that are on the verge of purchasing solar?

- Investor Owned Utilities need to be part of the discussion; currently they see solar as competition. We need to find out what they would need to get on board with solar.
- Do not stop-and-start incentive programs: This hurts manufacturers and project developers.
- Bring together coalitions of interested parties and state energy offices, find political will to advance common goals.

What is the best way for the Department of Energy to work with a local government?

- Local governments don't like to impose mandates or requirements.
- Establish models and share lessons learned from other local governments that have gone through the process: make sure not to reinvent the wheel.
- Help to spread success stories for early adopters; share lesson of success stories of builders/developers, too. Some developers have successfully built near-zero

energy developments. We should share that story with others to help convince them that it can be done; especially true in regions with incentives or other factors that would incubate interest.

- Encourage local governments to be consistent and transparent; otherwise it will scare away business.

In what other sectors or markets can we help spread the success stories of early adopters?

- Get the message out at building conferences; have builders who have experience talk to other builders.

What future problems do you see arising as market penetration grows? What should we be doing to address these issues now?

- Continue to fund research to promote technological advances.
- Focus on technologies other than PV. Take a portfolio approach to ensure more diversity.
- Worry about supply delays as demand is likely to accelerate even more at certain points in the future; once you get past a critical point of market penetration, a lot of people will jump on the bandwagon.
- Study solar's impact on grid reliability issues in more depth; study solar's impact on natural gas markets in more depth. Emphasize the benefits of solar for peak power production.